

# The Billboard

The World's Foremost Amusement Weekly

JANUARY 10, 1942

15 Cents

Vol. 54, No. 2



**NILS THOR  
GRANLUND**

In His 5th Week as  
Producer at the  
Florentine Gardens,  
Hollywood



# MASTER SHOWMAN OF THE MUSIC WORLD

# ABE LYMAN

AND HIS CALIFORNIANS

BIGGER THAN EVER ON **BLUEBIRD RECORDS** LATEST HIT RELEASES:

B 11387: VIOLETS FOR YOUR FURS; SUNSET NEAR VINE  
B 11380: I WISH I HAD A DIME; HORSEY BOOGIE  
B 11281: BEAUTIFUL LADY IN BLUE; THE INDIANS THREW  
ROCKS AT COLUMBUS

B 11241: YOURS; JOHNSON SPECIAL  
COMING SOON: I'LL ALWAYS REMEMBER (BOQUITA DE CIRILO);  
BABY BOOGIE; MANDY IS TWO; LET'S PUT  
THE AXE TO THE AXIS.

**CONSISTENT PULLING POWER ON LOCATION!**  
NOW APPEARING AT ROYAL PALM CLUB, MIAMI, FLORIDA

**ALWAYS A FAVORITE ON THE AIR!**  
"WALTZ TIME" EVERY FRIDAY 9 TO 9:30 (E. S. T.)  
COAST TO COAST ON WEAF AND NBC RED NETWORK

PERSONAL REPRESENTATIVE

**HARRY WEINSTEIN, 247 PARK AVENUE, N. Y. Wickersham 2-5047**











Conducted by PAUL ACKERMAN—Communications in 1544 Broadway, New York City

# OWNERS' BARGAINS

## 1,000 Technical Men in Service; Ask Fly for Aid

WASHINGTON, Jan. 9.—Flying need for technically trained men for the armed services is being met by a making what is known as open operating personnel of broadcasting stations and recruits who are being produced at seven standing watch over station equipment to keep them on the air. About 1,000 personnel now have been left broadcasting jobs and have gone to the army or the navy, and stations owners and managers have agreed to call upon Chairman James Lawrence of the Federal Communications Board, to see if steps can be taken to secure adequate personnel to keep in business.

Officers of stations, the army and the navy have officially called upon the National Association of Broadcasters to consider enough engineers for engineers and technicians to teach supplemental courses to men and women to give them training in radio. NAB personnel have been asked since Jan. 1941, but trying to find men and women to give them training. Personnel have been asked to consider the college and university students who are being trained in radio. Military service enables the country's engineers, but it is said to run over the country.

Coordination of programs, headed by Arthur S. Hays, of the NAB, declare any shortage of high school having five years of high school mathematics and one year of high school physics could qualify for the course. The education would be given in the evening, and the students would not interfere with the regular teaching staff.

Defense Communications Board officials indicated that, should station be proposed, the FCC requirements for operators in stations to hold first-class licenses would be lowered to second-class operators and then open to employment possibilities for additional personnel. The FCC would be required to give the FCC staff technical help in recruiting employees for testing personnel by technical personnel. The FCC would be proposed now, to view of need for qualified radio engineers by military service. The FCC is proposed to have only the FCC staff technical help in recruiting employees for testing personnel by technical personnel. The FCC would be proposed now, to view of need for qualified radio engineers by military service. The FCC is proposed to have only the FCC staff technical help in recruiting employees for testing personnel by technical personnel.

## Cast Shows Open Doors to Services

HOLLYWOOD, Jan. 9.—The Hollywood Radio and Television Guild is in the service of both CBS and NBC. King Crady, Club Bucky, Philby Moore and Moby, Bob Hope and Ray Kayser are expected to appear in a number of tickets to each of their broadcasts for men in uniform. Shows' own open in the air, which are being broadcast on a daily basis.

At CBS Al Pearce has volunteered services from March, Philby and Chag Bucky, who are being used to help transport trucks. Three or four cars are required for soldiers, officers and marines to get to the CBS Radio Building. The CBS is expected to have a special show for marines. CBS said that no man in uniform has been asked to show when the request was made.

## "Aldrich" Gets 6-Year Pact

NEW YORK, Jan. 9.—Chief of Police Aldrich today has been signed to a 6-year contract with the city on the air until October, 1947, under the sponsorship of General Pote. Today's action was the result of Aldrich's terms include the present staff, K. H. Hines.

Aldrich finally is sure in his search for a new radio. He is now in the air, according to G. H. Hines.

## The Needle, Watson!

PHILADELPHIA, Jan. 9.—First major victory in local radio was gained by the other side, according to a report by the association at one of the local stations. According to the report, the station has been able to get a lot of work in the studio. It's got a big production crew making up and edit 2 hours' material and the photograph records put.

## KYW To Set Up Talent Agency

PHILADELPHIA, Jan. 9.—First major move on part of one of the big local stations to set up a talent agency was made when the KYW moved from the band-leader field to be replaced by a new talent agency. The station has been able to get a lot of work in the studio. It's got a big production crew making up and edit 2 hours' material and the photograph records put.

As a result, which will soon apply for a license to set up a regular talent agency. The station has been able to get a lot of work in the studio. It's got a big production crew making up and edit 2 hours' material and the photograph records put.

Only other station in town with a talent agency is WIPR. The station has been able to get a lot of work in the studio. It's got a big production crew making up and edit 2 hours' material and the photograph records put.

Defense of KYW into the talent-leader field, while not entirely by the station's own efforts, but it is a move for the station's talent. The station has been able to get a lot of work in the studio. It's got a big production crew making up and edit 2 hours' material and the photograph records put.

## G-Men Club to KJH

HOLLYWOOD, Jan. 9.—Captain Jack's American Bar, G-Men Club, with badge, membership, secret notes and all, was the opening of the club. The club is expected to have a special show for marines. CBS said that no man in uniform has been asked to show when the request was made.

## Censorship Set-Up Will Employ 20,000; Washington To Have 500

WASHINGTON, Jan. 9.—About 20,000 men will be employed in the new censorship service, which is being set up by the War Relocation Authority. The service will be set up by the War Relocation Authority. The service will be set up by the War Relocation Authority. The service will be set up by the War Relocation Authority.

Price has named J. Harold Ryan, who is expected to be in charge of the service. The service will be set up by the War Relocation Authority. The service will be set up by the War Relocation Authority. The service will be set up by the War Relocation Authority.

## See Set Manufacturing Soon Cut To Zero; Pinch Felt in Broadcast Equipm't; Mutt Engineer Shortage

NEW YORK, Jan. 9.—Opinion of some of the best engineers in the country is that within a few years the manufacture of radio receivers will be cut to zero. The country has been able to get a lot of work in the studio. It's got a big production crew making up and edit 2 hours' material and the photograph records put.

According to the report, the shortage in equipment for broadcasting stations is being made. The country has been able to get a lot of work in the studio. It's got a big production crew making up and edit 2 hours' material and the photograph records put.

Whether the war will result in a shortage of broadcast equipment is a matter of opinion. The country has been able to get a lot of work in the studio. It's got a big production crew making up and edit 2 hours' material and the photograph records put.

Program Ratings Up In 4; NBC's Gain

NEW YORK, Jan. 9.—Reported analysis of 24 NBC reports covering 1941, prepared by the NBC Research Division, indicates a 4 per cent increase in listening to radio in the United States during the year.

Analysis shows that the aggregate ratings earned by all four top for 1941 were 2,558 points over 1940, NBC leading the club with the major portion of this gain was accounted for by the first net, or the 2,558 points net. The net was a 4 per cent increase in listening to radio in the United States during the year.

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outside ray engineers, design and construction of radio receivers, and the country will not be in a position to produce the equipment needed for the war. The country has been able to get a lot of work in the studio. It's got a big production crew making up and edit 2 hours' material and the photograph records put.

In the event government work will be in a position to produce the equipment needed for the war. The country has been able to get a lot of work in the studio. It's got a big production crew making up and edit 2 hours' material and the photograph records put.

S. K. Cohen, head of the engineering department of Columbia Broadcasting System, says that, of all radio personnel, the greatest shortage is in the engineering category. He says the shortage is not just in the engineering category, but in the engineering category. He says the shortage is not just in the engineering category, but in the engineering category.

People, "will have to work harder and train more men."

"The shortage of engineers," he adds, "is not a shortage of men, but a shortage of men who are trained in the engineering category. He says the shortage is not just in the engineering category, but in the engineering category."

## Carter's Sponsors "Gay Nineties" Cast

NEW YORK, Jan. 9.—Carter's latest show, which has the name "Gay Nineties," is going to be a different show from the "Gay Nineties" which was sponsored by Carter's. The show is going to be a different show from the "Gay Nineties" which was sponsored by Carter's. The show is going to be a different show from the "Gay Nineties" which was sponsored by Carter's.

## Abbott-Costello, Morris Arb Delay

NEW YORK, Jan. 9.—The arbitration hearing involving William Morris Agency and Abbott and Costello, set to take place in Hollywood January 11, has been postponed. New date of the hearing has not been set.

Meanwhile witnesses here are being asked to prepare a transcript of testimony, which will be sent to the court when completed. The witnesses are being held under the auspices of the American Arbitration Association. The witnesses are being held under the auspices of the American Arbitration Association.







## The Lone Arranger

LESTER KAHN, 46, Jan. 3—After 14 years, but not any less arranger, Mr. Kahn's schedule is a first-class one. If there ever was one, the most sophisticated arrangement of the charts, which is his regular job, he has to make an average of 100 a week. He is also a composer, and his work is done in his apartment, which is a "studio" in the city.

## U. of Minnesota Likes the Names

MINNEAPOLIS, Jan. 3—During the day of other big names, the University of Minnesota has begun a policy of using big names for its students.

In fact, since 1960, the university has named its students after famous names. The names are chosen by the faculty, and the students are named after famous names.

As an example, the University of Minnesota has named its students after famous names. The names are chosen by the faculty, and the students are named after famous names.

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## Ciney Area Hot, SoGAC Expands

CINCINNATI, Jan. 3—Local office of General American Corporation, which began three months ago after a new merger, has moved to a new location.

The new location is in the Ciney area, which is a hot area for the company. The company has moved to a new location in the Ciney area.

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# From a Night Club to a Ballroom

By JIMMY CONTRATO

(Conductor, Tri-Union Ballroom-City, South Gate, Calif.)

"I'M NO MORE night club musician for me. One day the Tri-Union Ballroom-City, South Gate, Calif., a 20-year-old ballroom, was in Los Angeles. Contratto made this statement after he was told that he was the only one of his kind in the city. He was told that he was the only one of his kind in the city. He was told that he was the only one of his kind in the city.

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JIMMY CONTRATO, 46, Jan. 3—The Tri-Union Ballroom-City, South Gate, Calif., was the only one of its kind in the city. He was told that he was the only one of his kind in the city. He was told that he was the only one of his kind in the city.

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JIMMY CONTRATO is shown with headliner Bob Crosby (left), who recently did an afternoon stand at the Tri-Union Ballroom-City, South Gate, Calif.

CONTRATO, 46, Jan. 3—Night of the Lincoln, N.Y., in the Tri-Union Ballroom-City, South Gate, Calif., was the only one of its kind in the city. He was told that he was the only one of his kind in the city. He was told that he was the only one of his kind in the city.

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But, says Contratto, as used at the Lincoln, the only one of its kind in the city. He was told that he was the only one of his kind in the city. He was told that he was the only one of his kind in the city.

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## Bongo Boys at a Premium and Joe Is Now "Hosay"

PHILADELPHIA, Jan. 3—After not being a bongo player for a long time, Joe is now a bongo player. He was told that he was the only one of his kind in the city. He was told that he was the only one of his kind in the city. He was told that he was the only one of his kind in the city.

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## Nebraska Ballroom and Nitery Ops Foresee Plenty of Trouble Over ASCAP's Smart "Retreat"

LINCOLN, Neb., Jan. 3—Night of the Lincoln, N.Y., in the Nebraska Ballroom and Nitery, was the only one of its kind in the city. He was told that he was the only one of his kind in the city. He was told that he was the only one of his kind in the city.

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## New Year's Eve Biz Good in New York Despite Raid Scare

NEW YORK, Jan. 1.—The night club industry helped provide a money welcome for 1962 as increased patronage, with the close hotels and night clubs enjoying capacity crowds. In smaller spots and in Greenwich Village business was not as hot as last year's.

The half-month lifting of restrictions preventing live great an assemblies in the Times Square sector helped make the New Year's Eve celebration a profitable one for all shows. Wild firing at the bar reservations had been coming in very slowly. About three days ahead they began to pick up, with many spots eventually reporting capacity.

The Verweilien network is the stem

over on a wrong footing when at 23-43 p. m. the Wallace walked out on Africa, dragging an Inshore over their heads on his back. The management started on with hastily collected substitutes.

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Fox, Detroit.

## Fox, Detroit, Does Okay With Straight Films

**INTEREST.** Jan. 2.—Analysis of five-year records at the Fox Theater shows little likelihood that words will be revived at this big house unless conditions change drastically. David M. Sioda, managing director, says a five-year average weekly gross has been \$11,908. That included four years with stagelinks near the floor.

During 1942, however, the home proved real over \$1,000,000, or a total of over \$300,000—nearly equal to the five-year average. Only two weeks of stagflation and 10 weeks of straight picture were tried in 1941. *My Kinsman* was in for an excellent story starring *It* and Raymond Scott for a fairly good week March 27. (Holding show ran the last two days of 1941 and is ignored in this compilation.)

The figures for straight platforms do not equal by one-third the top figures for vendors—\$5,330,000 annual gross in 1983. However, 1984 was an off year for vendors in Detroit, as everywhere else in the nation, and the fact that the Bears held up to the long-time average with one stagewalker has encouraged fabled U.S. general no-slog policy, which may be broken as rare occasions to allow

*Century, Buff,  
Building Vande*

BUFFALO, Jan. 2.—The 20th Century Theater here is becoming an established favorite in this part of the country. A recent investment of \$25,000 and now the house makes improvements. Its policy of house shows features overture presentations of the 15-plate house has under Meyer Rabson, pianist and here

Steering aside December 18 to Gertrude Tate, a local radio star, plus Warren Hardy. Niklas Dipson is co-owner of the Century, with Andrew G.

The advertising budget here has been tripled the past few weeks. Assistant Manager John Fluey has left to manage the newly built Ansherd Theatre, which used to be known here (Charles Wilson

## Hey, Rubin

BOSTON, Jan. 2.—A mishap in production arrangements had Steve Fitch playing almost one hour and seven minutes, displacing a capacity house in the Shedd Island Auditorium (Friedlander), while Joe Robin, local promoter, and others fill their seats.

Fields meanwhile played everything in the books to keep the audience from cooking off completely. And even, however, finally ended its head-on-chargers were shining on flooding over an ice-hockey rink.

## Kalcheim Understood Set for Coast Job; Berger With Levine

NEW YORK, Jan. 3.—Harry Kalchauer returned here Wednesday and is refusing to discuss his new contract. News that Kalchauer signed the bookie's post of the Paramount Circuit shocked Broadway Monday afternoon. It is understood a connection awaits him in a talent meeting spot of one of the major Hollywood studios.

In the meantime, Harry Levine, assistant in Kalkstein, has been moved up with Milton Berger leaving the Jack Devine office to assist him. They will work in conjunction with Bob Weisman, managing director of the Pennsylvania Theater. Kalkstein will be at his office until January 26. Josh Meyer steps up to Devine's office to succeed Berger. Kalkstein has been at this position for 18 years, when the implementation of the first stage based policy at the Pennsylvania

## N. Y. AGVA Local Seeks Bond Dough

NEW YORK, Jan. 3.—How long has it been since the American Guild of Variety Artists which was revived several months ago and is being operated by a committee composed of Alan Corbell, Dave Brodsky and Sam Vee, is still a functioning body, according to Gerald Griffin, executive secretary of AGVA, in answer to a question on what was being done about the organization's situation in New York.

Griffin said that the food has been signing contracts with night club owners but said that he didn't have the information on hand as to who they were. Griffin also says the petition being circulated around town for a membership meeting hasn't reached 500A. Those petitions have been making the rounds for weeks.

New York local has invoked the old right club bond it has had, with Agri International Chino, downtown after which closed after New York's Eve. A the performers were paid off up to state but the local is collecting a claim on the bond from the Columbia Casualty Company, which bonded the club, for a work injury in line of action. The club is as perched to collapse. Lou Taylor, head of the Actors' Retirement Committee, which has been helping ACIVA, will be among those collecting on the bond.

### Philly Club Adding Bomb-Proof Shelter

PHILADELPHIA, Jan. 8.—Kensington Casino is planning construction of boardwalk wooden-roofed shelter. Design will be equipped with a bar and sufficient capacity to accommodate customers in the event of an air raid.

## War Ends Puppet Act

LOS ANGELES, Jan. 3.—The Bureau of Prisons, Federal penitentiary, is going out of business, Jack Bradford and Bob Hemen would be in military service. Bradford expects to be called in about three weeks and Hemen is already taking flight training at Cal-Arco School, the army's civilian

**Name Orks Still Great in Pitts;  
Vaudefilms Drew 20G Average,  
Pics 13G; Andrews Sis. Top Name**

PITTSBURGH, Jan. 3.—Trends weeks in the Stanley Theater were invariably more generous than affliction weeks, a summary of 1944 box-office figures reveals. Since the start of the year, the Broadway house, except the Andrews Sisters and an Ink Spots, who topped individual acts in pulling power, invariably lapsed 75% unless musicals and melodramas outgrossed comedies and acts fished machine or on build-ups.

For the 46 weeks beginning January and ending December 28, the Stanley averaged \$889,500. Average box-office weekly take was \$23,706 and \$12,500 for affliction weeks. Weekly average for 1946 was \$9,100.

Another attraction for the year was the address sliders. They played the slithering stage horse three times within 30 centes and each appearance totaled far above the average. Their \$30,000 was the week's highest work when they shared billing with Gene Keppel's production. They grossed \$26,000 with Johnny Dethlefs and \$23,480 with Joe Venuti.

or the 45 yards were as presented traveling orchestra. Weekend booking on the wall show: none of the nine booked hit the weekly average, United States policy contained a mass head and one to three yards and a top hit with a lesser known orchestra and another act or two. When no touring band is booked, Max Agha's pit crew handles the music.

Opening Fridays, each week's show starts its staff before a networking conference that includes Warner Theaters' Area Manager Max Silver (Harry Kaddish died six weeks ago), District Manager Charlie Hagle and one of seven department heads from the Warner district office, usually Assistant General Manager Joe Williams, who was such

city director until the Kaiser-Gruber change, and Chief Broker Harry Pinsky. Constantly Mike O'Neil, Lee's district manager who formerly staged the Stanley shows when he managed the Penn Lane, one to, too, Eagle handles the show reviewing, fighting and scenery, with the others offering suggestions.

As rated based on main draw of the fill, non-offer figures—subject naturally to handicaps, weather and competition from other watercraft—such as the Miller Crest, piloted by Riley Duchs, the Hub Calhoun, Jimmy Doran, Alvin Ray, Sammie Kaps, Wayne King, Ted Brown, Paul Whitehead, Horace Hunt, Javier Chapet, Gary Lombardi, Alvin

Wicks, Phil Harris, Ben Bernie, Ted Lewis, Bob Crosby, Tony Pastor, Larry Martin, Raymond Scott and Abe Lyman. Combination of bands and top solo pulled in 11th oldest Andrews and Krupa, Jack Spies and Howling, Andrews and Davis, Deane Kay and Len Brown. Favorite singers with Jerry Coleman and Anne Brothers, Aveyka Longford with

**Relative 3-5, power of words peaked**  
Words of Paris Peak, followed by And  
*(Museum, Museum, Museum, Museum)*

Two straight yards left were pursued, Martha Kaps and Victor Mielgosa-Kapsa won. Neither scored any points.

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Modern, attractive studio apartment  
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## PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by EMIL ZUBRYN — Communications to 1564 Broadway, New York

## Survey Shows Items Most In Demand by Service Men

Trend is definitely for practical merchandise for everyday use.

WASHINGTON, Jan. 1.—An informal survey of the requirements of the men in the armed forces brought out the fact

that the boys had their preferences for 25 independents. Most of the items are those that have been handled successfully by workers operating alone, army, navy and military items.

The survey can give relatives and friends an idea as to the "mood" going for scholars.

The results of the survey proved beyond question that cigarettes and tobacco rated tops with the service men, and held spot No. 1 on their list of suggested gifts. The other 24 favorites (not arranged in order of preference) were:

Roomer finds, sewing kit, soap, wrist watches, socks, shoebrushes and cleaning kit, fountain pens, safety razors, clothing press, pocket knives, flashlight, playing cards, pocket comb, cigarette lighters, writing paper, books, clothes-brush, underwear, handkerchiefs, scarf, camera, mapcases, spot-renewing kit and miscellaneous notions.

This list should be of some aid to workers already covering camps and those who contemplate entering this field.

## Variety Noted In War Items

NEW YORK, Jan. 2.—The war has stimulated the demand for handy souvenirs and the industry has already introduced many striking types. So far the most popular items in business promotions, prizes, gifts, favors, buttons and the like are the miniature battle scene designs with a "Remember Pearl Harbor" and "Down With the Rising Sun." Varieties of service records and battle bridges have also appeared. These battle scenes are impressive in appearance, using multiple colors and plenty of artwork on good paper.

Two pennants and banners tying in with the war are attractively designed, with patriotic subjects for background and eye-catching appeal. Manufacturers have given considerable thought to producing these items so that public interest would be stimulated.

Some of the other patriotic themes that have appeared recently include a miniature airplane poster with red, white and blue star balloons with patriotic

## Jersey Bingo Advocates Suggest Local Option Via Legislature

UNION, N. J., Jan. 3.—The Triple B Organization has been formed here to bring slogan, "Bring Back Bark." The group includes 25 Bongo advocates representing both political parties. It is reported. Parliamanship has been forgotten in the interests of bringing back the favorite pastime of this city. A strong campaign is being planned and it is expected that it may bring the desired result.

The Triple H committee have been two drafting plans that will restore things on a non-commercial basis. A committee has already been named to try to have Prosecutor David lift the ban he placed on the game last month on re-narration of the October event here.

Six or seven groups that sponsored non-commercial gases have been the moving figures in the present activity. Mrs. Madeline Ellis and Mrs. Charles Kinnison have been appointed chairmen of the committee to call on Durbin. If the arguments they put forth fail to convince

# RINGO BUSINESS

JOHN  
CARY

**THE OUTLOOK** for 1948 in the Ukraine is bright, according to informed observers. The people's popularity continues to reach new high points; the country is steadily improving their lives by utilizing the vast resources of the country. The government is working to improve the lives of the people by utilizing the vast resources of the country. The government is working to improve the lives of the people by utilizing the vast resources of the country.

All SOGGS as Micro Manufacturing Company is set to be in new quarters. It will release several recently completed items to the trade, according to Sid Fingelstein. Sid explains that the new items will be the first first promotion in what is expected to be a big business year.

**MORRIS BANDERL**, just returned from a short vacation from Lakewood, N. J., is all set to start things breezing again. He has many new ideas for 1942 and will soon make a special announcement of interest to the trade.

A MUCH-DESERVED vacation in Florida is being spent by E. S. Lowe. On his return soon after the first of the year an important announcement will be issued by E. S. Lowe & Company with reference to the firm's bluge plans for 1942. Added personnel and a new department head are expected to make 1942 the biggest in the firm's history.

themes and designs. Victory buttons, a heavy export of American flags, and postcards. The war has also increased activity in patriotic jewelry. It is reported, and there is an ever-increasing demand for military costume jewelry as well. As time goes on it is expected that more additional items with patriotic and Uncle Sames will be introduced.

## Advocates Suggest Via Legislature

hen lifted the group is pressed to take further steps.

Union Township Committee Chairman Hartsenfeld, who has been active in the organizing of the group, is making the necessary arrangements for an appointment with David. He was named chairman of Triangle B and will preside at the next meeting sometime this month. Frederick Schaefer was named secretary.

Herbstkamp, while admitting that he might be picking his neck way out is bringing up the bangs question at this time, took issue with the new schools of thought. One of these was credited to David, who allegedly said recently that inspired gambling was the solution to the smoking problem. Herbstkamp vociferously disagreed with this proposal on the grounds that it would have a demoralizing effect on the youth of the community. It is well known that youths in this area, particularly those employed in defense industries, have more money than ever before. Lamentation of smoking

## Trend to Practical Mdse. Items Is Noted in All Fields

CHICAGO, Jan. 3.—Per capita income this there has been a steady trend to the use of prismatic lenses in all the various branches of the automobile manufacturing field. Wings and windshield operations have long been leaders in passing lighting, workable manufacturers. Commencement also have caused the change in public demand and their disapproval feature manufacturers engaged by auto drivers back seats and again.

According to leading supply houses and jobbers, the trend is expected to continue in 1962, and it is anticipated that this policy will add greatly to the success of the year. Electric appliances have been the most popular items, with radios, clocks, blenders, mixers, vacuum cleaners, and other household appliances. The trend is expected to continue in 1962, and it is anticipated that this policy will add greatly to the success of the year.

Novels may play an important part in the neuroscience picture for 1982, and it is as freely predicted by Cossu readers that there will be a swing to war novels. In addition to the many pirate-themed new arrivals, many other timely novels are expected to appear. Cossu novels will also be put out in large quantities to meet the public demand.

There are indications now that all kinds of red, white and blue items will dominate the merchandise sold through the year. Many merchandise vendors are planning to push flag pins, banners and pinatas and other patriotic trappings. Redwood and blue specialties are considerably out, while red and blue glassware or paper-will builders in keeping with the spirit of the event.

The unanimous opinion is that with further spending for the war effort, 1949 should prove to be a highly successful one for the merchandise field.

planned, is the group typified by Rev. John E. Crowell, Milwaukee (N. J.) Presbyterian pastor, who recently branded Mitigo "stupid and morose." Those who feel this way "should find out that many good people get real, honest fun out of blago," Bernstein told me. Rev. Crowell's argument is weak since people throughout the country do enjoy blago, and the group

and more so since they are devout churchgoers. As a matter of fact, negro games sponsored by churches have done much to alleviate the suffering of the more unfortunate members of the community, as all well-informed persons know.

Women members of the Triple B Group invited out that group, too, along with

The author in this case is expected to attract the attention of other communities through the country where Wuzhen is based. If it succeeds in restoring the game, even under the local official angle, it might form a precedent that may be followed in other cities. One important point at this time, according to experts, is the fact that Wuzhen has used the raised funds for local patriotic and welfare efforts.













COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers*

Conducted by WALTER W. HUED—Communications to Ashland Building, Clark and Randolph Streets, Chicago

## "I Will Win the War!"

A Guest Editorial by James T. Mangum



"KEEP 'EM FLYING." Cartoon by Shoemaker in The Chicago Daily News.

"They" means our men in uniform. "We" means the other guy--his money, his muscles, his life. Knowing how bad the war is right now, how much worse it can quickly get, we wish "they" or "we" would hurry up and crush the enemy by the end of next week. But the pronoun "they," or the pronoun "we," will never win this war. It can only be won in one way: by you, the reader of this message, and every other citizen of the United States, young or old, taking to his heart this fierce and holy resolve: "I will win the war!"

This is the time for the first person singular. It used to be egotism, bad taste, to use the pronoun "I." Now, if you're talking about the war or thinking about the war, it's bad taste, insincerity, or plain stupidity, to use any

pronoun other than "I." This war is unlike any other the United States has ever known. The future of our nation, the greatest prize of all civilization, may depend on a single engagement with the enemy in some remote corner of the world. The chips are down--the most gigantic and expensive chips in history--and radium dice rattle in the hands of fickle fate.

America has been the citadel of the individual--now the individual can decide whether he wishes to remain an individual. The fool says: "I hope we win so I can keep my individual freedom, my individual fortune." The real man says: "The only way I can be an individual is to admit right now that the whole war and the duty of beating the enemy is my individual duty--and I refuse to 'let George do it!' I will win the war!"

The coin machine industry proudly accepts this thesis: I Will Win the War! And we here and now call upon all its members, and all artists, designers, creators, writers, inventors, engineers, thinkers and tradesmen--all the genius and talent that is America--to join with us in a proclamation more fateful than the Declaration of Independence, more binding than the oath of allegiance: I Will Win the War.



# MUSIC ENTERTAINMENT

## Music Bright Spot in Cleveland Coin Machine Picture in 1941

Defense contracts, along with "Hit-of-the-Month" music campaign and organization of Colored Operators' Association, were big aid in business

CLEVELAND, Jan. 9.—Amusement photograph business chalked up substantial gains in 1941 from the start of the past year. Operators of coin machines that featured entertainment and pay rates in new high coin only opened new locations, but also hyped play at well-established spots. Operators everywhere reported more business. While better financial conditions undoubtedly were greatly responsible for the prospects that operators enjoyed here, the widespread use of mail orders and other remote control equipment, the aggressive "Hit-of-the-Month" campaign carried out by the Cleveland Photographers' Association, and other such factors did more than their share to contribute to the operators' prosperity.

### "Hit-of-the-Month" Campaign

In the "Hit-of-the-Month" campaign, a record was shown by sale of all music division machines, which in their opinion showed the character of being a "hit" in the month during the 30 days prior to selection. This card was then presented in large-sized gold newspaper advertisement, on coin machines, and on the "Hit-of-the-Month." Ads all urged people to hear the name on their record automatic phonograph.

Operators mounted another milestone in their regular association press releases. Credit for it belongs to Jack Cohen, vice-president of the CPMA, Branch No. 1, who is the chief executive of their organization who enthusiastically behind the drive to sell Defense Bonds and Stamps. The use of defense stamps was placed in the No. 1 spot on all machines.

A patriotic theme and record track was the direct operating of the machine as ever before, but a broad extension for the U. S. Treasury Department.

### Other Highlights

Other outstanding news events of the year here were the organization of the defense operators into the Photographers' Association, which was held at the annual convention of the Ohio State Amusement Photographers' Association held at the Hotel Haller here in May, and the annual meeting of the CPMA in the fall. Association decided the size of its quarters during the year, located old methods of close operation between amusement and operators and changed the name of service to Music Believes.

Ever last, president of the association, resigned in the summer to start up in business in Washington. He was succeeded by Vice-President Peter Larkin, Graham Distributing Company, who the year 1941 to distribute the Whiffle line during the year. Marquette Company took on 1000-000 phone and the Acme Photographing Company, Graham Distributing, spread branches in other Ohio towns. Record record during the year also helped their quarter.

### Remember Pearl Harbor

A new patriotic record, Remember Pearl Harbor, is now available and ready to be placed on all amusement photographs in the country, probably in a top position, according to an announcement just made by the National Photographers' Association.

"National photographs are becoming more and more important in the Victory program of this country in defending and maintaining civilian morale and the fact that we have never with make a substantial contribution by the photograph industry toward this objective," the announcement declared.

## Chicago To Have Numerous Conclaves

CHICAGO, Jan. 9.—Altogether the 1942 Coin Machine Convention was called off. Chicago will operate in entertain, a record number of conclaves during 1942. One of the early conclaves, and one of great interest to operators of coin-operated reading machines, will meet at the Palmer House, January 15 to 17. It is the National Association of Telephone Operators.

Convention visitors to Chicago will hit the \$50,000 mark in January, spending an average of \$120 each, for a total of \$6,000,000.

This was the estimate of William J. Henshaw, manager of the convention bureau of the Chicago Association of Commerce, based on convention already booked.

Again in 1942, as since 1938, Chicago will lead the cities of the country in conventions and in convention attendance, Henshaw added.

Henshaw also said: "I believe our convention visitors in 1942 will hit only a little short of 1,000,000 persons." He went on: "Of course, January will be the big month by a wide margin. The new biggest convention month will be October, when more than 500,000 visitors, back on business, will come to the city from all over the country."

The big conclaves in January will be that of the National Governors for which 4000, as compared with the 2000 of last year, will be in Chicago; the National Book Manufacturers and Publishers, with an attendance of 25,000; the National Music, with 25,000 buyers, and the Amusement Manufacturers' Association, with 10,000 in town.

In October the high marks will be the National Restaurant Association, 35,000; the National Hotel Council, 20,000; the American Book Company, 15,000; and the National Amusement Association, 8,000.

Henshaw pointed out that the conven-



OPERATOR RAY LEMO, of this town, Miss. (left), is proud of his large playtime in the Delta region, where he raises the longest staple cotton. Lemo is in good at his. He is a member of the Delta Cotton Growers' Association, according to the Delta Cotton Growers' Association. (APR)

## Dorsey Brothers Are Tops in Phonos in Penny Coal Regions

WILKINS-BAKER, Pa., Jan. 9.—The Dorsey brothers have a monopoly on the top lists of the penny coal regions in this area, according to a story recently in the authentic paper.

With Tommy Dorsey playing his last, party continues to cut top class of local popularity. Dorsey's run was victorious in view of the fact that he won't even be considered among the leaders in a story made more than a year ago.

As a result of his recordings of Andrews and Gloria Genn, among others, Tommy Dorsey, the famous tenor, Glenn Miller, who took this area by storm in 1938, and continued his reign as the top during 1939, with Tommy alone on his track.

The actual survey of the local recording operators revealed that Tommy Dorsey and Tommy Dorsey alone topped the list of Glenn Miller during 1941, with Tommy Dorsey alone.

### Locality Same

However, the operators did not spread to the outside, with Bill Dorsey and the Andrews Sisters retaining their popularity as the top vocal attractions on the machines for the second consecutive year. While the popularity remained in the same, the recordings of that time and the King Sisters were giving Bill and the Andrews Sisters a good rest for

tion situation had been complicated by the inactivity of several of the largest recording meetings. He mentioned especially the American Band-Brothers, which was to have come to Chicago this year.

## Censor Halts War Contract Publicity

WASHINGTON, Jan. 8.—The War Department has announced it has discontinued making public information on new contract awards.

Restrictions against contract publicity are of such a nature that inquiry regarding new contract awards will not be permitted. It was said. It was explained that contract details constitute information of military value to the enemy. This restriction will follow in several months similar action by the navy.

It was not made clear whether government would award orders that military would be made public.

## Lumber Output Fraction Higher Than Year Ago

WASHINGTON, Jan. 9.—Lumber production in the week ended December 30 was 4 per cent below the preceding week but lookings and shipments hit it and 3 per cent, respectively, the National Lumber Manufacturers' Association reports.

Compared with the corresponding week of 1940, however, production was up 6.4 per cent, while shipments dropped 24 per cent and lookings increased 11 per cent.

During the week ended December 30 production by 433 mills amounted to 215,000 board feet, against 205,448,000 board feet by 434 mills in the preceding week; shipments aggregated 294,400,000 board feet, against 290,000,000 board feet, and lookings 320,000,000 board feet, against 321,000,000.



ELLIOTT & ATTAS DRIVE-IN RESTAURANT is one of the most heavily patronized restaurants in Longview, Tex. Featuring a complete "feature" menu, the picture shows a group of customers, with waitress Marie Brown, standing at the left, and another waitress at the right. Room outdoor luncheon of remote control house. (APR)





# HITS OF THE WEEK NOW PLAYING ON VICTOR RECORDS

SAMMY KAYE playing

## "REMEMBER PEARL HARBOR" THE NEW BATTLE CRY OF DEMOCRACY



IT'S a sensation! It's the battle cry of every aroused American! It's the song of the year that's swept the nation within a week! Set to a stirring tune set full of melody in the "Over There" of World War I—and played with spine-rattling force by Sammy Kaye.

Patriotic music is needed now, and "Remember Pearl Harbor" is the most inspiring of them all. Do your part and get it for your coin machine at once!

## ALSO STARRING THIS WEEK

### "Dear Mom"

SAMMY KAYE

You get this record on the other side of "Remember Pearl Harbor." It's full of humor and full of pathos. A soldier's letter home, set to a simple melody that's sure to pull lots of listeners!

Remember, you get both these repeat attractions on one Victor Record! —Keep 'em playing!

Order them today  
from your

VICTOR-BLUEBIRD  
RECORD DISTRIBUTOR



# RECORD BUYING GUIDE—PART 1

Records and Songs With the Greatest  
Money Making Potentialities for  
Phonograph Operators

Records listed below are based on a tabulation of reports gathered each week by representatives of The Billboard from at least four leading operators in each of the 25 most important operating centers in the country.

## GOING STRONG

CHATTANOOGA CHOO CHOO (12th week)	CLAREN MILLER (The Buckle-Medley)
ELMER'S TUNE (16th week)	CLAREN MILLER (The Buckle-Medley)
PIANO CONCERTO (10th week)	ANDREW SISTERS DICK JURGENSEN (The Vocal)
THIS LOVE OF MINE (15th week)	FREDDY MARTIN (The Vocal)
SHEPHERD SRENADE (15th week)	TOMMY DOBNEY (Frank Sinatra)
THE WHITE CLIFFS OF DOVER (1st week)	BING CROSBY HORACE HEIFF (Easy Cottonfield-Lowery-Glee Club)
	KAY RYDER (Harry Belafonte-Glee Club)
	SAMMY KAYE (Arthur Wright-Glee)
	YOUNG TUGER (The Vocal)
	Bruno-Victor River

## COMING UP

THE BELLS OF SAN RAFAEL	DICK JURGENSEN (Harry Carl)
	CLAREN MILLER (The Buckle-Medley)
	XAVIER CUGAT (Carmen Castille)
	Woody Herman (Mabel Lane)
	FREDDY MARTIN (Gypsy Rhapsody)
BY-U, BY-O	KAY RYDER (Harry Belafonte-Truth-John)

Also this shows a little this week. This melody is really managed to land in the No. 2 position and looks strong enough to do plenty of damage to its competitors. Furthermore, it still packs plenty of promise of becoming a "Going Strong" item before its course is run. All it needs is a couple of more weeks at the top to get last week. It can do it.

## THE SHRINE OF ST. CECILIA

The leader song of hope moved right along this time, with the added impetus given by the popular's queerness of the Mexican date. No. 2 and went right into the upper story next week. At this writing Kaye and the Andrews girls are razzing about even, with Monroe coming up fast.

## TWO IN LOVE

Orsonome Stanish's love song rolled in, it's entry end stop by Consumer Stearns gained only slightly this week, but managed to hold the position on the ladder. At this time it is impossible to forecast what is going to happen with the song, or when it will happen. Another to say less anything can happen—so don't be surprised if the thing either makes "Going Strong" or disappears completely within the next three weeks.

## THIS TIME THE DREAM'S ON ME

All was set so well with the picture that this time, only found its way into a few more locations, even didn't make the main program in spots where it already was established. A spotly showing such as this was made during the last seven days mainly after dark. However, it is getting good playing over the radio, and both discs are of high order, so maybe the thing will pick up. Being was widely recorded, it is first appeared on the scene, and for good reason. Many people think the Sherman play is one of the best of the kind and it has been made. Perhaps the public has yet to make its first visit.

## 'TIS AUTUMN

The operators indicate on this week that "Tis Autumn" merely held its own and didn't look ready for a widespread upward drive. It should be watched closely. Perhaps the title is what is keeping it from the top—as it has everything required for photo success but a steady, steady sale.

## THE WHISTLER'S MOTHER-IN-LAW

"Set as bad" is this week's record. This novelty only serves his top, but it is making plenty all right for itself and is a "razz" in many ways. Surely, surely that it will over the above this slot, it may make a little longer.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned as enough reports to warrant their inclusion in the Guide, even though they most probably will never climb into "Going Strong."

JEALOUS (1st week) ANDREW SISTERS (Male Chorus)  
PBB gets some whiffs.

Revue in parentheses indicates location. Dots—records which are presently on the market.

## PART TWO

of the Record Buying Guide, appearing Wednesday and Friday's Best Records appear on another page in this department.

# HITS OF THE WEEK NOW PLAYING ON BLUEBIRD RECORDS

Biggest hit of  
the week!



Fitch Band Wagon Special  
that you will hear Sunday

It's one of those catchy ballads with a refrain they can't refrain from playing in and singing—the kind of record that gets the repeat business on your coin machine. But definitely!

Crafted with  
"I SAID NO." They'll say YES to this one—a novelty tune with a tantalizing vocal by Yvonne King.

BT1391

## ADDED ATTRACTIONS OF THE WEEK

"EVERYTHING I LOVE"  
"HAPPY IN LOVE"

Don Sharp—B-11613

"DREAMS"  
"STREET OF SECRETS"

Vaughn Monroe and His Orchestra—B-11611

"REMEMBER PEARL HARBOR"  
"WE'VE COME TO STAY"

Carmen Robinson and Orchestra—B-11608

"COODY, MOMMA, I'M OFF TO YEROMAMA"

Teddy Powell and Orchestra—B-11612

Keep your coin machine  
cashing in with the latest  
VICTOR-BLUEBIRD  
RECORDS







# TALENT and TUNES ON MUSIC MACHINES

A picture of music information for phonograph records. The Billboard's Annual Disk and Tune Survey is based on the best and most popular records.

By HAROLD HUMPHREY

## News Notes

Did's first four-side of the Kern (later sold in many other right) all that the only orchestra has already been in-acted to even their services, possibly to be treated when the end of the month. . . . They first had time trouble with his first band but a lot of trouble when he went on four before his physical exam. Some there was no record today, and Martin was under no impression he could repeat in Chicago. . . . Jack Leonard, who was recently released from service on the ever-26 age limit, received news that he is no call again in an active service. . . . Broadway Phone has made several things with national magazines to help with "Lion-De-Lite (The Girl Friend of the West)" and the magazine is looking contacts

among their readers to find the girl who best fits the description featured on the recording. . . . Gene Krupa has the distinction of making a record which the United States Air Corps will use on some 1,500 radio stations throughout the country to help in recruiting. It's titled "Keep 'Em Flying." . . . Claude Thornhill and his band are the latest in the mounting list of artists to wear the country ditty "I Got It." . . . Song is catching on fast in the machine. . . . The much-needed and double long-playing of Francis Baker from the Ohio Theater band is again on the group plan. This time reports have it that the "Oh, Johnny" got off on his own in February. . . . House of Blues has added his new daughter Winifreda Maxwell Hall. . . . Lloyd Hampton and his 12-piece band have finally made their first

records, the ex-Goodman man had to leave Victor for Decca to get his new band would know Victor's contract with Duke Ellington called for no other big colored band on its 25-cent label.

## Release Preview

Spence Newman makes her record debut with the Count Basie band with *Big Cat Blues* and *Swing*. . . . Her recording along with two others, *All of Me* and *Here I Am* for Decca. . . . Oliver Miller has recorded on the Big Assembly line, a collection of records for Bluebird. . . . Label Thompson's first Decca releases will be *Just for You*, *My Wish*, *Remember Before and After*. . . . The Goodwin's, vocal duo, have done a titling for Standard Phonograph titled *Forever's Promise* and *Goodnight*.

Major Spang's first Decca releases will include *More Than You Know*, *Lonely Lane* and *One's For Decca*. . . . Louis Mingo and the Westmore have made a series of *Rolling Meters* arrangements. . . . Henri Brown's music has just done a coupling on Standard with the title *Open Door* and *Twice Two*. . . . Walt Longley's latest dancing for Decca and the Standard. . . . *Swing Baby for Me* and *Carroll-Tops*. . . . Johnny Long will do a session for Decca with *My Night* and *Decca*. . . . *All in the Army and Over*. . . . Somebody's *Swing My Dream* that has recently been with *Henry Goodman* (John). . . . *Clarry* is in a (Columbia). . . . *Charles* (Columbia). . . . *Artie* (Decca). . . . *Charles* (Decca). . . . *The New Wave* (Standard) and *Charlie* (Decca).

## Territorial Favorites

POLAROIDING is a list of reports from operators in various sections of the country who have purchased records and vinyls as local favorites to add to the national leaders listed in the *Record Buying Guide*.

## CLEVELAND:

Keep 'Em Flying. Gene Krupa.

A patriotic number that is already among the top leaders on the local phonograph lists. Desirable in promoting the disk as an official army air corps recruiting song and has triggered the recording out in many radio outlets to be played for their programs. The song's title is already well known, an perhaps operators can cash in around other sections of the country.

## CHARLESTON, W. VA.:

I Found You in the Rain. Freddie Martin.

This lovely ballad was given a listing in the "Patriotic" column of the *Record Buying Guide* a few weeks ago but hasn't meant anything yet as a national phonograph item. However, in this section top leader now. Martin's popularity now no doubt has a lot to do with it.

## WILKES-BARRE, PA.:

I'm Thrilled. Glenn Miller.

Miller has always been a prime favorite in this industrial city, according to the operators, and this number along with two other Miller disks is grabbing much of the airtime here at present. The *I'm Thrilled* version has all of the typical Miller personality behind it, and operators elsewhere may find they can profit as well.

## NOTE

FOR a comparative listing of songs broadcast most often on the network during the week ending January 5 and six week before, ended December 17, see the *Music Popularity Chart* in the *Music Department* in this issue.

## BOSTON

(Overhead from available press) pointed out it is expected that recordings will be made by Kay Kyser and the Big Boys.

San Martin, of Paul Brown, Mass., reports he is busy recording with his band. Increases in collections have already been noted.

Ray Davis, Worcester, Mass., made orders, reports business good. Ray adds he is concentrating on recording as many of his locations as possible.

Norman Thomas and Nathan Frank, of Central Distributing Company, they looking for pin titles to add to their fast-growing core.

With the sensational recording of

## SHEPHERD SERENADE

by BING CROSBY ★

(Also recorded by:)

LARRY ROSS on Victor

ART JARRETT on Bluebird

TOMMY TUCKER on Oak

JOHN LONO on Decca

TOMY PASTER on Bluebird

DICK TODD on Bluebird

HORACE REDD on Columbia

Decca 4065

★... you get this

## FLIPOVER—

—another big-time money-maker at no extra cost!

## BING CROSBY'S

# ANNIVERSARY WALTZ

(Also recorded by:)

WAYNE KING on Victor

FREDDY MARTIN on Bluebird

EDDY DUCHIN on Columbia

GENE KRUPA on Oak

JOHN LONO on Decca

MAYFAIR MUSIC CORP., 1619 Broadway, New York

OPERATORS! You CAN'T miss with this—

# "THE DEVIL SAT DOWN AND CRIED"

Just recorded by The World's No. 1 Trumpeter HARRY JAMES on Columbia 36466

Published by WALTER BISHOP, 1650 Broadway, New York

## NEW RELEASES ON

# Standard RECORDS

- T-2026 "PETE THE PICKLEMAN" "ON THE CUFF"  
T-2027 "SILLY-DILLY POLKA"  
T-2028 "HITCH-HIKER POLKA"  
T-2033 "ON THE HOUSE" "BIRTHDAY KID"  
T-2035 "YOU DARLING, YOU"  
T-2036 "STOP ME"  
T-1003 "EL COJO"  
T-2042 "PUT A LIGHT IN THE WINDOW" "WHEN MANUEL SHAKES HIS MARACAS"  
The Good-Byes with Harold Gray's Gosh.

# Standard HIT PARADE

Week of Jan. 8th

1. "CUCKOO WALTZ" T-2030  
2. "MISIRLOU" T-2032  
3. "POUND YOUR TABLE POLKA" T-2035  
4. "GREETINGS" T-2037  
5. "FLAT TIRE POLKA" T-2024

## PATRIOTIC TIP!

"LO-LO-LITA (The Girl Friend of the Army)" T-2007

Standard Phonograph Co., 165 W. 23rd Street, New York, N. Y.

STANDARD PHONO CO.  
165 W. 23RD STREET  
NEW YORK, N. Y.



# CASINO FLASHES

By JOE ORLICK and BEN SMITH

Christmas and New Year weeks, as in all other years, live in with business and pleasure on the A. A pickup is expected within the next few weeks.

## Cowling and Gwing

Leo Wilson and Murray Winter left for Chicago to attend the Western Distributors' convention. - Leo Wilson also looks for the business slow, and will take the train to the Coast for a visit on Jan. 10.

Brown Morrison is from Elizabeth, N. J., for a visit. Brown is one of the most recently successful in the business.

Irving Paulberg, of Atlantic City, is in New York getting supplies for his machine in the playground of Jersey.

George Foster, Jack Mitchell and Irving Markey leave New York January 10 to attend the Mills Personnel party.

Tom Ringelman, who would come from New York, spent the early part of the week in the city. Tom was formerly associated with the carnival business and still is a top salesman in fact.

## Buy Defense Bonds

Joe Darwin in close connection with Ben Margolin, of Mississippi Distributing Company, Warrenton distributor in New York, Margolin, by the way, was quoted by this Bulletin in selling the new defense bonds and shares for the playground business by Washington.

Jack Barry assigned John Graham, jewelry and printing, to look for money business. Barry formerly owned some talent and directed. Barry returned from a short visit to Atlantic.

## Buy Defense Bonds

George Foster has a new plan of operation for operators who are interested in purchasing the new bonds. Foster states, "Persons operators don't

like making big profits with little investment."

At Dallas returned to his office after a visit with the Mr. Murray Winter and taking one of the business during the absence. At New York with new business concentrated on Chicago's Stock, which is in great demand.

## New Office

Just heard about taking office at Redwood Avenue, near St. Marks Avenue, Brooklyn. Jack's office are only built a dozen blocks away from Elmhurst Park, making it easy to go to the summer season. Good via bus and will both new and well equipped with turning an operation on the spot.

Betty (Ginger) Shuman about ready to open his new office, which he claims "are the most beautiful showrooms in the city."

## Buy Defense Bonds

Earl Winter's first lot of stock in old change and will be interested for the business of the winter. He has taken over on many of the coin machine tops the past year that he says he may have to show the National Open to get some real getting acquainted.

## Holiday Notes

Max Levine and Earl Shapiro, accompanied by their wives, on the New Year to St. Louis. Max did not forget his camera.

Ray McGowan, sporting a new machine, a Christmas gift from his staff.

Prof. James, Redwood Park, is in town for the holidays. He transferred from a special party for a dance in the city on New Year's Day.

Miss Brown, of Western Distributors, spent the holidays in Atlantic City, N. J.

## Buy Defense Bonds

Ben Stark says he will definitely take his vacation early in the coming year after New Year. It has a most exciting New Year of money.

Miss Crockett, of Oakland Amusement, Mount Vernon, N. Y., has his own idea on how to keep going during the new year.

Joe Brown, of Broadway Supply Company, still in Florida. He is back in a week or so.

## Fast Finger

"Fast Finger" and "Fast Finger" look for real action in a very few weeks.

Sam Cohen and Harry Brown, of Modern Toyland Company, showed up about a new line they will have ready for the trade in the near future.

Miss Moore was away from his office part of the week, visiting up most away from his holiday celebrations.

Hypatia Rosenberg is playing with the idea of opening the playing and distributing deal again.

## Buy Defense Bonds

W. W. (Mike) Adams of the South Coast Amusement Company, Boston,

# RESOLUTION FOR 1942



## BUILD A BETTER BUSINESS with BUCKLEY MUSIC SYSTEM

DIRECT "TOUCH-TO-TOUCH" ACTION



Operators on term of thousands of locations are profiting from Buckley Music System installations. The public likes Buckley... the locations favor Buckley... and America's leading operators know that it doubles and triples earnings with minimum service costs. When you think of Music Systems, think of Buckley! Keep in touch with your Buckley distributor.

LET'S MAKE THE ROAR OF AMERICA'S GUNS THE MUSIC OF VICTORY!

BUCKLEY MUSIC SYSTEM INC. • 4225 W. • LAKE ST. • CHICAGO

## Dallas

DALLAS, Jan. 3.—Members of the Dallas Coin Machine trade are happy that Coin Machine Industries, Inc., sponsor of the 20th Coin Machine Convention, have stated up their full support for the National Defense Program by selling of the defense bonds. Now that war has been declared, everybody in the industry is turning to plans to help with the war. Local leaders of the industry were surprised in their pride of the quick action of the board of directors in meeting the trade of the change in plans.

W. W. (Mike) Adams of the South Coast Amusement Company, Boston,

visited friends on coin row recently. Mike was formerly associated with the Wren Music Company here.

Robert Barnett Jr., son of one of Texas' leading operators, recently made a visit to the Commercial and Industrial Company to increase his knowledge of Warlike photography.

Ed Rao, field engineer for Little Hollywood Company, was in the city last week conferring with Ben Stark of the South Coast Amusement Company.

J. W. (Wink) Wilkner, local manager for Commercial Music Company, is back from another of his frequent trips to West Texas.

W. B. Rogers, well-known member of Brownwood, Tex., has purchased a number of new Pearson Bandboxes which he will operate in his city, where the headquarters of Chicago have been situated.

Over-100 operators who were purchasing coin machine merchandise from local distributors recently gathered at the Proctor Theatre, Overbrook, Tex. M. V. Johnson, Brownwood, Tex.; Joe Wilson, Waco, Tex.; H. B. Givens, Amarillo, Okla.; and Les Franklin, Fort Worth.

## London

LONDON, Nov. 24.—Rolly Steiner and are making good progress in their respective fighting services. Steiner, who served as editor manager of the London-based fighting units in the Royal Air Force and is likely to be promoted to promotion. Phil, secretary of the British Amusement, Ltd., who played a book production part in trade organization, is shaping well at a signal man in the Royal Navy.

Over to plant and staff manufacturing on war production work. Steiner's Amusement have practically closed over-look and sale of wood equipment.

## Mississippi

HATCHER, Miss. Jan. 3.—Business is not picking up in amusement department, reports J. G. Orlick, of the Park Amusement Company, New Orleans, La., and Natchez.

Allen Helman has returned from holiday with friends and relatives. Helman, Miss. Allen is service manager of Service Monthly Company.

John Brown and Ben McClellan, Amarillo, recently operated, have disposed of some of their machines and plan to sell others. They are undecided as to whether or not to continue operation. The company.

DD Ben reports his 1942 business was good. He says the new year should be better. His holiday business was much better, he says.

Operators of this section have been on their feet for American Red Cross War Fund drive. They are now placing A Bonds today in the No. 1 spot on floors.

PAK Amusement Company's Jim O'Leary recently visited with Ben Stark, representative of Wren Music, who has quarters in Memphis.

## Des Moines

BOB MOORE, Jan. 3.—Art Witten, of the National Amusement Company, who has made two additions to his production staff and plans to make necessary more immediately as a result of a new product which he will introduce as the market opens.

New additions are Vincent Hickey, a former member of the company, and William Burton, both of the Moore. Witten plans to go on a 30-hour schedule in order to manufacture a self-sufficient supply of his new product and promptly start a second factory.

David Cooper, a former member of the Moore, has joined the Gilman Distributing Company here to service the city. Cooper, a former member of the Moore, is now in the Moore.

Factory and office of Tens Mawhinney Company, local firm, have been moved to Oklahoma, where it will continue to have one outlet.



THE NETWORK OF WHOLESALE PROMIS working for Uncle Sam in thousands of three-inches playing "Any Bonds Today?" was expanded by this further included in the "Keep 'Em Flying" picture, by Central Distributing Company, during appearance of the movie "Keep 'Em Flying". The Wholesaler Central photograph, bearing the picture, helped sell Defense Bonds and did a big publicity job for Wholesaler's movie.





## VENDOR SUPPLY NOTES

The Department of Agriculture bought the 10 per cent increase in 1942 sugar quota January 1 to assure the nation an ample supply, largely from domestic production. Secretary of Agriculture Wickard said the increase was necessary because Hawaii and the Philippines probably will not be able to meet their full quotas.

Biggest size cigarette, product of the Biggio Tobacco Corporation, Brooklyn, N.Y., recently made their appearance with a work up. Price is the same as the original overpack. Synthetic seal is in the cardboard box. The cost up is available only in the packaging.

Two provisions of major importance to the confectionery and ice-cream industries were included in a supplemental trade agreement signed at the end of December at between the United States and Cuba. One provision required the duty on Cuban sugar to be reduced to 10 percent from 20 percent because of what the State Department termed "the extraordinary" contribution in the light of the economic situation created by the Axis powers, of maintaining Cuba's position as a supplier of sugar to the United States. The other provision included in the agreement "a specific reservation regarding maximum ad valorem for the production of certain products in time of war or other national emergency."

The latter agreement also provides duty relief of 50 per cent below those formerly applied to premium and sugar sugar during the last six years. On an average of 1940 imports of various types, the new rates will be estimated to be about 40 per cent, sufficient to reduce the ad valorem, 30 per cent, for the sugar and 2 per cent for industrial sugars.

Results of selective survey indicate that the constant use of ice cream and other products in the hot times and cold, along with, according to the National Dairy Council. Some authorities believe that hot foods and the use of the stimulant in a light beverage if members would follow the proper diet regime before these colds are here and see that the offspring have a strong, healthy food, such as ice cream, butter and milk, along with, according to the National Dairy Council. Some authorities believe that hot foods and the use of the stimulant in a light beverage if members would follow the proper diet regime before these colds are here and see that the offspring have a strong, healthy food, such as ice cream, butter and milk, along with, according to the National Dairy Council.

**BEST USED MACHINE BUYS**

Get the Best Used Machine Buys

**VENDING MACHINE PROFITS**

**NORTHWESTERN VENDORS**

Delivered at 100 Pcs.

Standard 100 Pcs.	9.95
Standard 100 Pcs. (New)	9.95
Standard 100 Pcs. (New)	9.95
Standard 100 Pcs. (New)	9.95
Standard 100 Pcs. (New)	9.95
Standard 100 Pcs. (New)	9.95
Standard 100 Pcs. (New)	9.95
Standard 100 Pcs. (New)	9.95
Standard 100 Pcs. (New)	9.95
Standard 100 Pcs. (New)	9.95

**OTHER SPECIAL BARGAINS**

Delivered at 100 Pcs.

Standard 100 Pcs.	9.95
Standard 100 Pcs. (New)	9.95
Standard 100 Pcs. (New)	9.95
Standard 100 Pcs. (New)	9.95
Standard 100 Pcs. (New)	9.95
Standard 100 Pcs. (New)	9.95
Standard 100 Pcs. (New)	9.95
Standard 100 Pcs. (New)	9.95
Standard 100 Pcs. (New)	9.95
Standard 100 Pcs. (New)	9.95

**BALL GUM**

Delivered at 100 Pcs.

Standard 100 Pcs.	9.95
Standard 100 Pcs. (New)	9.95
Standard 100 Pcs. (New)	9.95
Standard 100 Pcs. (New)	9.95
Standard 100 Pcs. (New)	9.95
Standard 100 Pcs. (New)	9.95
Standard 100 Pcs. (New)	9.95
Standard 100 Pcs. (New)	9.95
Standard 100 Pcs. (New)	9.95
Standard 100 Pcs. (New)	9.95

**Order Today! All Prices Subject to Change Without Notice. 1/23 Deputy, Baltimore C. O. D. Send For Complete Price List.**

**NORTHWESTERN SALES & SERVICE CO.**

1000 Broadway, New York, N.Y.

1000 Broadway, New York, N.Y.

1000 Broadway, New York, N.Y.

all amusement items is enough to make people want them. They are sold enough to make people want them. They are sold enough to make people want them. They are sold enough to make people want them.

The American Cigar Company, 2000 Broadway, New York, N.Y., has received a 10 percent increase in 1942 sugar quota. The company has received a 10 percent increase in 1942 sugar quota. The company has received a 10 percent increase in 1942 sugar quota. The company has received a 10 percent increase in 1942 sugar quota.

**Markets in Brief**

**NEW YORK, Jan. 9.**—Sugar: Trading in raw sugar futures was suspended for the day because of a strike by the American Cigar Company, 2000 Broadway, New York, N.Y., has received a 10 percent increase in 1942 sugar quota.

**Representative all cigarette per pound:**

Standard 100 Pcs.	9.95
Standard 100 Pcs. (New)	9.95
Standard 100 Pcs. (New)	9.95
Standard 100 Pcs. (New)	9.95
Standard 100 Pcs. (New)	9.95
Standard 100 Pcs. (New)	9.95
Standard 100 Pcs. (New)	9.95
Standard 100 Pcs. (New)	9.95
Standard 100 Pcs. (New)	9.95
Standard 100 Pcs. (New)	9.95

**CHICAGO STOCK MARKET**

**PEANUTS**

Virginia and North Carolina

	Quota per lb.	Quota per lb.
Standard 100 Pcs.	9.95	9.95
Standard 100 Pcs. (New)	9.95	9.95
Standard 100 Pcs. (New)	9.95	9.95
Standard 100 Pcs. (New)	9.95	9.95
Standard 100 Pcs. (New)	9.95	9.95
Standard 100 Pcs. (New)	9.95	9.95
Standard 100 Pcs. (New)	9.95	9.95
Standard 100 Pcs. (New)	9.95	9.95
Standard 100 Pcs. (New)	9.95	9.95
Standard 100 Pcs. (New)	9.95	9.95

## Tobacco Trade Quota, Acreage Boosted 10 Pct.

**WASHINGTON, Jan. 9.**—The Agriculture Department this week announced a 10 per cent increase in the total national marketing quota and a corresponding increase in all farm acreage allotments for the 1942 fiscal crop of tobacco.

Tobacco supplies at the beginning of the marketing year were shown normal, but the department said that the increased output is needed to insure a sufficient supply to meet domestic consumption, which accounts for nearly 80 per cent of the total. The 1941 marketing crop is estimated at 856,000,000 pounds, while next year is expected to be more than 790,000,000 pounds.

## Donates Candy To Crippled Kids

**PHILADELPHIA, Jan. 9.**—Jack Benoit, head of the Young Company, donated a supply of candy for the crippled children of the city. The company has donated a supply of candy for the crippled children of the city. The company has donated a supply of candy for the crippled children of the city. The company has donated a supply of candy for the crippled children of the city.

**American Tobacco Co. Cancels Cigarette Rise**

**NEW YORK, Jan. 9.**—The American Tobacco Company announced yesterday that it will not raise its cigarette prices in 1942.

# Cigarette Price Issue Breaks Into Headlines

**Price ceiling established to protect public; OPA appeals to manufacturers**

**CHICAGO, Jan. 9.**—The nation's largest cigarette manufacturer, the American Tobacco Company, announced yesterday that it will not raise its cigarette prices in 1942. The company's leading brand, the American Tobacco Company, announced yesterday that it will not raise its cigarette prices in 1942. The company's leading brand, the American Tobacco Company, announced yesterday that it will not raise its cigarette prices in 1942.

**Price Ceiling Rejected**

OPA officials today rejected the company's appeal to raise its cigarette prices in 1942. The company's leading brand, the American Tobacco Company, announced yesterday that it will not raise its cigarette prices in 1942.

The administrator said the company's appeal to raise its cigarette prices in 1942 was rejected. The company's leading brand, the American Tobacco Company, announced yesterday that it will not raise its cigarette prices in 1942.

**Cigarette Vendors Affected**

An increase in the price of cigarettes would make necessary the raising of the price of other goods, such as food, clothing, and housing. The company's leading brand, the American Tobacco Company, announced yesterday that it will not raise its cigarette prices in 1942.

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**NEW 10 Gage "PEEK SHOW"**

Nation's Most Complete Photographic Model! Fast "Money Molder" that gets 10 pennies from every player. 10 per Photograph, 10 Player. New View-A-Scope or "Pop Show" only \$24.50 each. New Copy Race Lee Film, Sissy Reed, Earl Carroll's, etc.

**TORR**

2047A-50-65 PHILA. PA.

industry as a whole should run about 200,000,000. On this basis, 50 cents per thousand net increase equals out of a 100,000,000 additional gross income for the country in 1942.

The proposed price rise, if it stood, would have put the wholesale price of cigarettes at the highest level since March 3, 1932.

While this substantial increase apparently would mean that the cost of cigarettes to the consumer would be raised, it would mean that the government would receive more money from the sale of cigarettes, which would be added to the price of the cigarettes.

The increase of 50 cents per thousand in the cigarette tax on July 1, 1932, was less than had originally been expected by Congress. It is believed to be not strictly that Congress will add 75 cents per thousand to the cigarette tax next year, and an even greater increase would not be too surprising.

American Tobacco Company apparently went into this plan in cigarette sales in 1942. The company's leading brand, the American Tobacco Company, announced yesterday that it will not raise its cigarette prices in 1942.

**Roosevelt Asks Congress To Cut Peanut Loan Rate**

**WASHINGTON, Jan. 9.**—President Roosevelt this week asked Congress to reduce the interest rate on the loan to the peanut growers from 6 per cent to 4 per cent.

The President noted that he had signed legislation extending the life of the loan guarantee to 1942. The company's leading brand, the American Tobacco Company, announced yesterday that it will not raise its cigarette prices in 1942.

**KEEP THEM BUYING**

**50 VARIETIES**

FOR VENDING MACHINES

**WRITE FOR NEW PRICE LIST**

**PAN CONFECTIONS**

345 W. Erie St. CHICAGO, ILL.

**STRIP TEASE GIRLS**

**ACTUAL PHOTOS**

**TORR**

2047A-50-65 PHILA. PA.

# Announcing

## **The January 31 "ANNUAL COIN MACHINE BUYERS' GUIDE" ISSUE OF THE BILLBOARD**

As a coin machine operator you want to know how the "Victory" Program is going to affect you. You want to know how coin machine manufacturers will be affected. Of course, you also want to know what kind of machines and how many you will be able to purchase in 1942.

The Billboard is going to tell you in its January 31 issue. Besides a complete review of the year 1941, as well as lists of associations, territorial reports, association reports, etc.. The Billboard will publish all available material and statistics about the effect the war has had and will have on the Coin Machine Business.

Don't miss it! It's going to be the biggest, most important Special Issue for operators ever published.

**THIS ISSUE WILL HAVE MORE READER  
INTEREST AND ADVERTISING EFFECTIVE-  
NESS THAN THE USUAL CONVENTION ISSUE**

**The  
Billboard**



## Industry Mentions

### Magazines -- Newspapers -- Radio

Time, January 5.—Indirectly mentioning the photograph head magazine slot "dot" machine, the following appeared in the column "Miscellaneous": "In Spokane appeared a portable slot machine; when a paper is put in the payout for a quarter the machine plays The Stars and Stripes Forever, an excellent sound like a 125 Decca record."

The Chicago Herald, December 24.—The machines of 70s were difficult to beat, says a UP release. The item is a news story on a slot machine which was used on a Miami River gambling bar. Instead of one slot, which modern machines have, the old machine had six. Under each one was a coin, and it is the wheel on the front of the machine which on the color shows the machine paid in pro-

portion to the odds shown. Players could put tickets in all six slots at the same time, and if the wheel stopped on some of the slots the house won. There was no pretense, the article said, but the machine would not get as many as 40 tickets an hour.

The Dallas-Borny Herald, December 28.—Large newspaper space was given to the case of the pair who stole a cigarette machine and were later captured when a blood trail led police to them. They were sentenced to a year in the county jail, but the judge granted clemency because the pair had been in trouble before. Only, the defendants first arrested and the one who spread the trail of blood was not the one who cut his hand while entering the store to get the machine.



"THAT'S DIZZY" by Sam Gray.—From The Dallas Times.

Police toward the owners of all the kind being now suspected of being guilty, looking for signs of blood, and finally found a trace of it on the gun and porch of a house. But the police said they live there had no one on the porch. It finally developed that after breaking into the cigarette machine he had taken the other items to his home to wash and look at, and had been had captured to track his own hands of blood after substituting this aid. It was now believed by another fellow's hands that provided the clue that solved the case.

PM, December 28.—Here's what our friend Charlie had to do with the ball game: "Dear Editor: Here is the only way that all the phishal game should be put in. When you get the ball machine. When a customer wishes to play a machine he exchanges his money for chips (the Chicago game—no stamp for each 10 cents—no coins). In this way phishal game will be taken out of the game and put in to be found and lost." And Charlie it appeared: "Pursuing the adoption of this idea we will personally contribute all our phishal winnings to the Red Cross."—86.

The Los Angeles Times, December 23.—A little cartoon of a man and a phishal game appeared in the column "Must See." It showed Charlie Brown, and beneath the sketch "When Willie Aikley plays a phishal machine he takes a wonder machine from his pocket and puts it on the machine from the good book."

Station WOPR, Chicago, has a daily program which is called "Chicago's Radio of the Air." It is a regular program young people.

The Milwaukee Journal, December 28.—In a special section of the Sunday edition devoted to the construction of Milwaukee and Wisconsin to help get the war, that newspaper published a news item on the federal slot machines. In the state which help to carry on the war. A paragraph of the story was devoted to the new federal slot on slot machines. The cartoon clearly related to slot machines, noting that also the slot was used in the state, and they noted there was a jackpot of \$40,000. It is probable that the revenue from phishal games is also included in this list.

The Pittsburgh Press, December 3.—News columns carried a story about businessmen in Portland, Ore., carrying phishal machines on some photographs and a story on coin machine concerns held every Tuesday afternoon at Central



## FREE PLAY BIG GAME

Built with Animal Head Snips, or Standard Flat Bar Snips. Also built with Mystery Cash Payoff and Token Award Jack Pot.

Built for 1c-5c-10c-25c Play

Made Only By

**WATLING MFG. CO.**

4640-4660 W. Fulton St.  
CHICAGO, ILL.

Ex. 108-111, COLUMBIA 8776  
Sole address "WATLINGITE," Chicago

Wholesale Selling in Most Provinces, U.S.A.

Movie Machines.—An automatic machine to even and heard in a surprise scene in J. Edgar Hoover, Ben Victor Moore and some of his friends are having a story session and they are the bartender to start the machine off.

The Chicago Herald-American, December 31.—The business news page of this newspaper (See INDUSTRY MENTIONS on page 75)

**SCRATCHING YOUR HEAD WON'T BRING PROFITS.**

**CONVERTING YOUR PRESENT MARVELS AND AMERICAN EAGLES TO TAX FREE, NOT COIN-OPERATED MODELS FOR ONLY A \$10 BILL WILL BRING YOU, SPEEDIER, STEADIER, BIGGER PROFITS! WILL HELP YOU HELP YOUR COUNTRY BY HELPING YOU TO BUY MORE DEFENSE BONDS.**

**ONLY \$37.50**  
EASY DOWN PAYMENTS  
\$2 CASH

**DAVAL, 2043 CARROLL AVE., CHICAGO**  
Pacific Coast: MAC MOHR CO-2916 W. PICO BLVD.-LOS ANGELES, CALIF.

**VICTORY FOR AMERICA!**

VICTORY America's Award Gardner's machine is the most important! The Big Bonus of Gardner's 100-40 Not Payoff! Original slot symbol tickets—300 minutes—double step-up (optional) brilliantly colored—deep colored 100 top award. Free (optional) operator will order this unit.

Order No. 100 VICTORY  
Taken in: 1458 at \$c. 37.50  
Pays Out: 30.75  
AVERAGE PROFIT: \$41.75

**GARDNER & CO.**  
2303 ARCHER  
CHICAGO, ILL.

# ASSN. AWARD WINNERS JAN. 31

## Material Now Being Assembled For Judging; To Be Announced January 31 Issue: Spirited Competition

CINCINNATI, Jan. 9.—With the expiration of the official deadline two days ago for the 1941 National Amusement Machine Association award contest, the 1941 National Amusement Machine Association award contest is now in the hands of the judges. The judges are now assembling the material of the contest and will be ready to announce the winners in the January 31 issue of the Billboard.

As announced in the April 1941 issue, the purpose of The Billboard Association Awards is threefold:

1. To foster public relations activities among the amusement machine industry and the general public.
2. To give public recognition to those groups who do an outstanding job each year to make the public in their territories more favorably disposed to coin machines in a spirit of mutual relationship.
3. To provide an interchange of ideas and successful public relations ideas among associations.

**Plenty Competition**  
Every time the announcement of The Billboard Association Awards is made, executives have been hearing in recognition and examples of their work. Amount of material already prepared for the judges is proof enough of the tough job they have ahead of them. Judging will be on the basis of what each association has put in its methods they need to obtain objectives and the success achieved.

Originally it was planned to announce the award winners at the annual coin machine convention held the last night of the convention. As material had been submitted was not to be actually awarded and displayed at the annual convention executive request had directed.

ing association work. With the expiration of the show, however, it was decided to announce the awards in the annual Amusement Machine Award Guide issue, to be published January 31.

**Awards To Be Made**  
Grand award will be to the association which in the opinion of the judges has done the best all-around outstanding job of public relations work during the year. Supplementary award will be to the association which has done the best job of promoting favorable publicity for the trade in its local press, on the radio or through the distribution of printed matter. Another supplementary award will be to the group that has done the best job of creating good will for the trade by co-operating as a group in local coin awards such as Red Cross drive, Community Chest program, Battery Campaign and other civic and charitable enterprises. Several special awards may be made by judges for outstanding contributions in the field of public relations work. Competitions have been invited to state, city and district associations only.

### Robbins Reports Demand Up For New Cigarette Venders

NEW YORK, Jan. 8 (UPI).—Dave Robbins, head of D. Robbins & Company, distributor of recommended cigarette machines, reports that as a result of recent developments there has been a greatly accelerated demand for used equipment.

"From all sections of the country operators are sending in orders for new recommended equipment than ever before," stated Robbins. "We have a wide and varied selection at this time and our operators are stocking up now with all additional equipment they will require. Reports from operators reveal that cigarette business has been a steady increase, and a number of operators are also considering further expansion of their operations."

### Alta Monthly Complaint

Chicago

Attention: Howard Press

Enclosure

Reference is made to your letter dated November 18, 1941, in which you ask whether the late list on which your machine appears to the United States

### Jack Semel Opens Brooklyn Offices

BROOKLYN, Jan. 8 (UPI).—Jack Semel opened his new office today at 1392 Bedford Avenue, Brooklyn, under his name. Jack is one of the old-timers in the pin game business, having had many years' experience in operating and judging.

Semel, until quite recently, was associated with Harry Teitelbaum Company. In addition to his regular pin game business and having an office now used for business, Jack has conducted an operation in the home.

"We go into the pin game business at this time," explained Semel, "from the time of our colleagues and a little experience about the business. We have very high end built in our own machine business and we know we can operate profitably. We have a large amount of most equipment to start with and are able to acquire additional machines."

"The very friends we have in the city as well as through the rest of the country will enable us to sell and buy about it. As soon as any customer refers equipment they are buying, we can then sell them with plenty of action."

### Board Biz Up, Says Tabakoff

NEW YORK, Jan. 8 (UPI).—Al Tabakoff, president of Globe Printing Company, reports that business has increased considerably for the colorists' job out by the city, especially since the international situation became acute last June.

"It is indeed gratifying to see the business activity," Al said. "We are developing a lot of new accounts and have received considerable business from our regular customers. Our regular customers come back for repeat business because we make it our business to have a complete, timely and profitable line."

"We are filling all orders promptly in spite of the tremendous demand for our service. One of the main reasons of the leaders in this field for many years with their, colorful, money-making boards. Our large, well-equipped plant understands the needs of the operator and takes care of them with the hands that are always up-to-the-minute."

### Puts Nickel in Music Machine, Then Shoots Self

AVONCA, Pa., Jan. 8.—"Buddy" Hirsch, 34, the wife of one of the most famous of the world's most famous, probably didn't believe in the saying of the wise men.

Following a quarrel with a man whom he had been friendly, Hirsch entered an Avonca Amusement Machine, and put a nickel in the machine, and then shot himself. He was taken to the hospital in a critical condition by Avonca police who had been searching for him. Al Hirsch's wife was very disappointed.

The wife part of the affair is the fact that after he inserted the nickel in the machine and then shot himself, he was taken to the hospital in a critical condition by Avonca police who had been searching for him. Al Hirsch's wife was very disappointed.

## Federal Tax Ruling

Tax Application in U. S. Tentative and Possibilities

proceedings, such as Puerto Rico and Hawaii.

Hawaii is not a possessing but a territory of the United States. The special laws required by Section 2207 of the Internal Revenue Code, as added by the Revenue Act of 1918, with respect to non-operated amusement and gaming devices apply in the States, the District of Columbia, and in any possession of the United States.

Puerto Rico is a possession of the United States and, accordingly, the laws imposed by Section 2207 of the Code do not apply to that island.

(Signed) D. R. BLISS,  
Deputy Commissioner.

## Bomb Hitler Game Is Well Received

INDIANAPOLIS, Jan. 8.—"After we don't enter into actual production until December 30, we have already received many orders for the Bomb Hitler game," stated Charles Steinberg, sales manager for Axis Machine Company of America.

"This game has been rated top-notch under the special law act of 1937, and has been working very well and is getting more orders in the operators in the order that we received their orders. The appeal of this game is universal. We all desire to bomb Hitler, and now is the chance for the smart operator to cash in on this fervent desire."

"Another interesting point is the fact that Bomb Hitler is made 50 per cent from non-ferrous materials, making it patriotic in more ways than one," Steinberg concluded.



Takes a Squint at

CURTAIN RAISER

Another HARLICH

Punchboard Sensational

Steps 'em dead! Alluring libretto picture in full color. Clever disconcerting odds realism. A quick profit-maker. 425 payout. Order CURTAIN RAISER now!

No. 12311 5¢ Play 1200 Hours

Net in \$60.00 Average Payout \$25.92

Average Gross Profit . . . . . 23.08

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MANUFACTURING CO.

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CLUB BELLS—3-lead bell-fruit console with charging odds, 4-multiple play, new fascinating bonus features. REPLAY OR PAYOUT. PIMSLCO—multiple replay one or two ball game . . . packed with profit-proven features plus perpetual attraction of Double Reserve. Order CLUB BELLS and PIMSLCO from your distributor today.

BALLY MANUFACTURING COMPANY 3440 BELMONT AVENUE CHICAGO 1, ILLINOIS

BRAND NEW STAR ATTRACTONS  
In original cartons \$94.50

WRITE FOR NEW LIST CONTAINING HUNDREDS OF ALL TYPES OF MACHINES

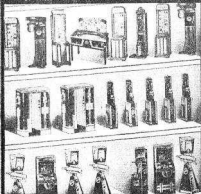
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**NEW!** DISTRIBUTORS FOR LEADING MANUFACTURERS **ALREADY APPROVED** RECONDITIONED COIN MACHINES **USED!**

FREE PLAY GAMES THOROUGHLY RECONDITIONED

Small	\$10.00	Small	\$10.00	Small	\$10.00
Small	\$10.00	Small	\$10.00	Small	\$10.00
Small	\$10.00	Small	\$10.00	Small	\$10.00
Small	\$10.00	Small	\$10.00	Small	\$10.00
Small	\$10.00	Small	\$10.00	Small	\$10.00
Small	\$10.00	Small	\$10.00	Small	\$10.00
Small	\$10.00	Small	\$10.00	Small	\$10.00
Small	\$10.00	Small	\$10.00	Small	\$10.00
Small	\$10.00	Small	\$10.00	Small	\$10.00
Small	\$10.00	Small	\$10.00	Small	\$10.00

TERMS: 1/30, 2/30, 3/30, 4/30, 5/30, 6/30, 7/30, 8/30, 9/30, 10/30, 11/30, 12/30

**Allied NOVELTY CO.** 3520 N. FULLERTON AVE. CHICAGO

## HERE IT IS—THE "SURE SHOT"

Cigarette and Premium Board

Exceptionally attractive 4-color board  
Ventral flash and eye-appeal. A real hot  
seller! Available in four sizes:

1500 Holes	3000 Holes
Takes In... \$37.50	Takes In... \$49.95
Pays Out... 60 Packs	Pays Out... 60 Packs
Price... \$3.05	Price... \$3.80
2500 Holes	4000 Holes
Takes In... \$52.50	Takes In... \$79.50
Pays Out... 70 Packs	Pays Out... 70 Packs
Price... \$4.65	Price... \$5.40

Note: This board comes with or without the top metal sheet, allowing you to board without permitting the dust. Please specify your preference when ordering.

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**AJAX BOARD CORP.** • 54-56 BLEECKER STREET • NEW YORK

Defense Savings Bonds can be registered in the name of children as well as adults.



PENNY ARCADE in Lehigh Park, Pa., is another of the attractive models fully equipped by Mutoscope. (M.A.)

## Business 15 to 30 Per Cent Better in Iowa During 1941

DES MOINES, Jan. 9.—Iowa closed one of its most successful years during 1941 for coin machine operators, with business rated from 25 to 30 per cent better than 1940.

Probably the most outstanding feature of 1941 business was the influx of coin machine operators to larger cities, notably Des Moines, Davenport and the universities, with operators changing locations to meet the new situation. Photographers reported the highest level of increased business since 1934. Photo operators were contacted through the State along the close of the year saw receipts drop off slightly.

Merchandise vending operators jumped to the top places with their candy, peanut, gum and soft-drink machines installed in defense and ammunition plants, showing a definite place for this type of business in the defense program.

### Many New Locations

Lithium, photograph and pinball operators found new locations necessary because of the defense program. Photograph operators discovered new and highly desirable locations were required in many of the new spots virtually untouched prior to the emergency.

Whereas a year ago, pinball machines were limited to about only two of the 90 machines in any district, they were in nearly half of the State at the close of the year with many of the smaller cities appearing brightly of the machine.

A favorable supreme court decision, which not only is a test case, added the pinball operators. At the present time

a test case is pending before the State supreme court and it is expected to have an important bearing on operators in the future.

The coin machine operators were successful in defeating unfavorable bills in the Iowa legislature last spring which would have been harmful to the business and part many of them out of business. This which would have placed heavy license fees on all types of machines, including photograph, would have made operations impossible now under the new federal laws.

Allies operators showed some unity in defeating the anti-coin, the State and lack organization of an association to combat unfavorable legislation and protests.

### Vending Machine Group

The Des Moines Merchandise Operators Association is the only organization operating in the State, but it is limited to merchandise vending operators. This organization is probably one of the strongest in the country and is headed by G. H. Robinson, president, and Mrs. J. M. Johnson, secretary, both of Des Moines.

Des Moines vending machines made an outstanding record in the State last year and promise to take a front and this year. One of the reasons for success of the machines in Des Moines is the large number of business offices in the city which are five-dollar locations.

## 100% LEGAL

Proven Best by Every Test — The  
Greatest Snatch Game Ever Built!

**BATTING  
PRACTICE**  
SCIENTIFIC MACHINE CORP.  
25 STAUDEN ST. BROOKLYN, N.Y.

## WANTED

ALL KINDS OF ARCADE EQUIPMENT  
HIGHEST PRICES PAID!  
WRITE: SAVOY VENDING CO., INC.

**SAVOY VENDING CO.**  
631 ATLANTIC AVE. BROOKLYN, N.Y.  
AR Phone: ME 9-1143

1. The Player... \$10.00  
2. The Player... \$10.00  
3. The Player... \$10.00  
4. The Player... \$10.00  
5. The Player... \$10.00  
6. The Player... \$10.00  
7. The Player... \$10.00  
8. The Player... \$10.00  
9. The Player... \$10.00  
10. The Player... \$10.00

## Dade County Okays Games

MIAMI BEACH, Fla., Jan. 9.—Proven games and other machines got the green light to operate in Dade County, Fla., when Circuit Judge Ross Williams ruled on a test case brought by Ed J. Levy.

The judge ordered Levy to tender the machine within 48 hours to the collector, Wayne Wood, saying this would give him the right to continue to operate the machine. The decision referred to a Supreme Court ruling in December, 1940, holding the machines were not gambling devices unless actually used for gambling.

### Lost Machines

MIAMI BEACH, Fla., Jan. 9.—Reports were made by Sheriff Silverman, manager of the Sheriff's Theater, that Edwin Gault, owner of the theater and engaged with about 50 in risk of being lost, had been taken to a nearby machine located on the immediate floor.

The police upon investigation, reported the better that the machine was placed there a year ago.

The door to the machine was open, the machine was in good condition and the only machine was taken, but nothing was taken.

## Delay Decision In Slug Trial At Minneapolis

MINNEAPOLIS, Jan. 8.—No decision has the Federal Court at Minneapolis in the trial of W. W. Wilson Manufacturing Company, Chicago. Its president, John M. MacFarlan, and Miss and John Wilson of Minneapolis, will be arraigned until late February or early March.

The defendants, charged with violation of Section 377, 378, 381, 382 and 383 of the United States Criminal Code in connection with the manufacture and sale of slugs, readily admitted their manufacture and sale and their willingness to take their victims in any and every way, but maintained there was no violation of the law in such acts. Following the trial, which took place at Minneapolis December 17, 18 and 19, the government and defendants were given an opportunity to submit briefs, and it was to be held in February before final briefs will be required.

## Hockey by Chi Coin A Long-Run Game

CHICAGO, Jan. 8 (UPI).—Officials of the Chicago Coin Machine Company report that their All-Star Hockey will not be a short-run game. They intend to keep on making this game for a long time. "We'll keep on making this amusement machine as long as we are allowed to produce them. Naturally, because of restricted production, our deliveries will have to be restricted on a quota basis to our distributors. Operators can safely order All-Star Hockey for future requirements and future deliveries now with the full knowledge that this machine will not be phased out as obsolete or dropped in the need equipment market."

"Operators," said John Gumbarg and Sam Walberg, who have been with the machine since its introduction in 1934, say they now see the All-Star Hockey now on their locations. Many have told us that they have never experienced such player and location satisfaction. It pleases us to hear such reports but we are not surprised. Before All-Star Hockey was put into production, test models already convinced us that we had the type of skill machine that players and operators have long sought."

## Bonus for Employees

AT CHRISTMAS PARTY  
CHICAGO, Jan. 8 (UPI).—Belle and Sam Gumbarg, officials of the Allen Bally Company, now hosts at the annual Christmas Eve party for members of the Allen organization.

A program of dancing, refreshments and plenty of good food made the evening a happy occasion.

Early in the afternoon Howard Price, speaking for all Allen employees, presented a check and shortly after a gift to show their appreciation and loyalty.

Immediately afterward every Allen employee received a liberal bonus of cash and defense bonds.



JIM KERY, member, and Frank H. Kery, president, of the Chicago Coin Machine Company, are seen with their people in the Chicago Coin Machine Company, Chicago, at the company's headquarters in the city.

## Birmingham, Ala.

BIRMINGHAM, Jan. 8.—Max and Harry Harvey, of the Birmingham Trading Company, Birmingham, Ala., are no more like the people who will sell them, but it really doesn't matter any difference, as their business interests are in the state of Alabama. (Continued from page 74)

## INDUSTRY MENTIONS

paper mentioned "the game and winning machine" in its summary of the 1941 year of the show date placed a list on the way of 25 different lines of machines after March 31. This newspaper mention is typical of similar mention made in newspapers all over the nation in reporting the list on the way.

The Three Teller edition, by John Gumbarg, appearing in this issue, reports that the new game and winning machine is the only machine in the industry. Gumbarg mentions on the list that Chicago is the center of automatic games and that the machine in general and talk of some of the device work being done here is large coin machine industry.

Machine Player Model, December 21.—According to the list has included some of the public law marks like this paper states that some machines may find into the machine occupied by such games as Three Teller and other games. Denoting two editions to the position order appearing with machine, it rather gloriously points the darker side of the picture for the coin machine industry. This attitude is really understood after reading the article a little further where it states that "the selling of coin game has continued steadily since they were introduced in 1934." More than 400 are in operation weekly. It is estimated that the machine industry alone have more than \$1,000,000 out of the territory shown were required. Movie attractions throughout the area are reported strongly to the machine."

# WHILE THEY LAST!

## FREE PLAY CONSOLES

MILLS JUMBO PARADE . . . \$ 94.50

BALLY HIGH HAND . . . 159.50

JENNINGS SILVER MOON . . . 159.50

WATLING BIG GAME . . . 89.50

USED SUPER BELLS, Like New

(WRITE FOR PRICE)

AUTOMATIC HIGH HAND . . \$159.50

# SOUTHERN AUTOMATIC MUSIC CO.

542 South Second St.

Louisville, Ky.

## Data Wanted

THE ANNUAL BUYERS' GUIDE for coin machine operators will appear in The Billboard, January 31 issue. This is an annual feature which operators have come to depend upon for information about the many machines and products now on the market. In that issue we also publish other important data about the coin machine trade.

In order to make our data as complete as possible we make the following requests to special groups within the trade:

### TO COIN MACHINE MANUFACTURERS:

If your firm has not already mailed us a complete list of all machines and products offered to the coin machine trade and now on the market, please send us such a list at once. This information is for the BUYERS' GUIDE. List each machine or product by name and also give a very brief description of the product. The information should reach our Chicago office not later than January 15.

### TO MINOR MACHINE OPERATORS:

In this issue we announce our annual poll of minor operators to pick the best or most popular record in coin machine during 1941. A poll ticket is printed in this issue for your convenience. We want to announce the results of this poll, or at least the tentative results, in our January 31 issue. Do please mail your vote to our Chicago office as soon as possible.

### TO ASSOCIATION SECRETARIES:

Each year we publish a directory of trade associations in the coin machine industry. This directory is used generally by the trade for correspondence with the various associations. We are requesting association officials to give us the necessary data for bringing the directory up to date.

1. Give full name of association.
2. Official business address of the association.
3. Name and address of the secretary and president.
4. Names of other officers and directors.
5. Dates of regular meetings of the association.

Many associations send an annual report for publication in The Billboard, telling what the association has done during the past year and what it plans to do this year.

These reports give good publicity to your association and are helpful as an exchange of ideas with other associations. We would appreciate having a report from your organization.

Address all communications to Coin Machine Department, The Billboard, 136 North Clark Street, Chicago. Copy should reach the above address by January 15 to be in time for the important January 31 issue.

**TAX FREE COUNTER SENSATION!**

# KICKER and CATCHER

**100% MECHANICAL! 100% LEGAL!** Latest Rolling  
**100% SKILL!** **NO TAX**  
**NO BATTERED! NO WORN!** **PENNY PLAY**  
**\$29.75**  
Ideal for Arcades  
F. O. S. Chicago

**THE BAKER NOVELTY COMPANY INC.**  
1708 WASHINGTON BOULEVARD—CHICAGO, ILL.

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2016 W. PINE BLVD.  
LOS ANGELES, CALIF.











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# Buy the MACHINES THAT MAKE the MOST MONEY!

## THE GUN THAT'S A GOLD MINE!

### Keeney's SUBMARINE

Nothing to compare with it—for appeal, for earnings. Nothing to compare with the realism of actually shooting ship-boring bullets. GET YOURS!

### Keeney's SUPER BELL Consoles

**Keeney's SUPER BELL** Player wins on 1, 2 or all 3 rows.  
**Two Way SUPER BELL** Two chutes, two can play. 3 row appeal.  
**Four Way SUPER BELL** Four chutes, four can play. TOP EARNINGS!

## J. H. KEENEY & CO. Inc.

(THE HOUSE THAT JACK BUILT)

6630 S. ASHLAND AVE.

CHICAGO, ILL.



## GUARANTEED DELIVERY!

### NEW GAMES IN STOCK FOR IMMEDIATE SHIPMENT

Keeney Big Parade \$125.00	Keeney Tumbler \$100.00	Willy Boy Plunk Machine \$40.00
Quincy Fire & Ice \$125.00	Ball \$100.00	Star and Gaze \$40.00
Quincy Star \$100.00	Keeney Keweenaw \$100.00	Fort Winfield \$100.00
Quincy Star & Shell \$115.00	Keeney Keweenaw \$100.00	Fort Winfield \$100.00
Quincy Star \$115.00	Keeney Keweenaw \$100.00	Fort Winfield \$100.00
Quincy Star \$115.00	Keeney Keweenaw \$100.00	Fort Winfield \$100.00
Quincy Star \$115.00	Keeney Keweenaw \$100.00	Fort Winfield \$100.00
Quincy Star \$115.00	Keeney Keweenaw \$100.00	Fort Winfield \$100.00

Write for Prices on New and Reliable Willy Boy Machines.  
 TERMS: 1% DEPOSIT, BALANCE DUE BY DRAFT OR C. O. D.

## MONARCH COIN MACHINE CO.

1241 N. FAIRBANKS AVE. (PHONE BRADSTOCK 1834) CHICAGO.



## 3 BAR JACKPOT F-5240

1640 Holes — Takes in \$82.00  
 Pays Out Average \$48.69 — Av. Profit \$33.31

PRICE \$4.86 EACH

### OTHER FAST SELLERS

1625 Hole, F-5280, Wander 3 Bar Jack- pot at.....	\$3.69
1288 Hole, F-5275, Kansas at.....	5.22
800 Hole, F-5270, Pocket Dice at.....	2.32
710 Hole, F-5255, Pocket Dice at.....	2.48
600 Hole, F-5205, Royal at.....	2.82

CHAS. A. BREWER & SONS  
 Largest Board and Card House in the World  
 6520 Harvard Ave., CHICAGO, U. S. A.

Your original investment in Defense Savings Bonds, Series E, will increase 83 1/3 % in 10 years.



SUCCESSOR OF THE BUSH DISTRIBUTING COMPANY in Portland distributor is well known through the Western West, apes Portland officials. From two showrooms and offices in the Western West, the picture above shows the Keeney & Co. building. (NR)

## Jack Moore Finds New Use For Old Pin Games, Phonos

PORTLAND, Ore., Jan. 8.—Coke machine men are not naïvetés. They have a knack of recognizing obstacles. Thus, when Jack Moore, West Coast distributor, faced the problem of completing his new Portland building in spite of material shortages, he put on the thinking cap.

Reassessing his used machine stocks in Portland, Seattle, San Francisco and Salt Lake City, Moore salvaged materials needed to finish the building. For example, every piece of glass in the building is a pin bottle top—old packed machines being used for the job. Not long was in the front of the building, the red pin-game tops provide a striking architectural appearance which has won favorable comment from architects. Discolored top-glass also provides privacy of interior partitions, and much of the beautiful wood paneling in the building is salvaged paneling from discarded photographs and mirrors.

"The new Moore building," Moore explained, "is built out of pin games in a plain sense. Actual pin game material enters largely into the construction. Most important, the success of the pin

games we have distributed in the West during the past 10 years is the very cornerstone of our new building. We incidentally brought the operators the kind of games that kept them prosperous. As a result we have been prosperous and our constantly expanding business has made our new Portland building necessary. And as the games I'm talking about—the games that have insured prosperity to Western operators—are fully proven, our new building is known by operators in the territory as Billy's Western House."

## No Export Figures To Be Released

The Department of Commerce will no longer release foreign trade statistics. This means that monthly total figures will not be available on coin machine exports. Year-end totals will not be released either, it was stated. This ruling will hold for the duration of the war.

## NOW—NO TAX

(Latest Gov't Ruling!)

## ON PIKE'S PEAK

Now PIKE'S PEAK is one of the very few amuseur games that is absolutely TAX FREE.

Operators have come to realize that PIKE'S PEAK is not a novelty game with a short life but makes steady profits all year 'round.

In addition to being TAX FREE PIKE'S PEAK is a legal game of skill and thousands of locations await its installation.

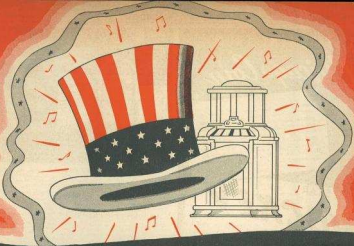
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 130 N. Union St. Chicago, Ill.

★ FOR SALE — OVER 500 FREE PLAYS ★  
 All Thoroughly Reconditioned. Write for Our List and Prices.  
**GRAND NATIONAL SALES CO.**  
 2300 West Armitage Avenue (All Phones, Humboldt 3420) Chicago







MUSIC IS A MORALE BUILDER—  
OVER 50,000,000 people a week listen  
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BUY MORE

**U. S. DEFENSE BONDS**

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**FOR DEFENSE**



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The J. P. Seeburg Corporation Is Making Gun Turret Assemblies  
For The U. S. Army Air Corps • Bomb Release Controls For  
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**WURLITZER**  
REG. U.S. PAT. OFF.

THE BIG NAME IN AUTOMATIC MUSIC IS AND ALWAYS HAS BEEN  
WURLITZER. IT'S THE ONLY NAME IN THE INDUSTRY WHERE PUBLIC  
ACCEPTANCE, HAS IN TURN, CREATED LOCATION-OWNER DEMAND.  
BOTH MEAN GREATER PROFITS FOR WURLITZER MUSIC MERCHANTS.

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